

FOR IMMEDIATE RELEASE

June 20, 2019

**“MORI Building DIGITAL ART MUSEUM: teamLab Borderless” to Celebrate First Anniversary
Welcomed 2.3 million visitors from more than 160 countries**

—Attracting people from overseas as a leading destination of Tokyo, Japan—

Tokyo, June 20, 2019 – MORI Building DIGITAL ART MUSEUM: teamLab Borderless, a museum jointly operated by Mori Building Co., Ltd, a leading urban landscape developer, and teamLab, a world-leading digital art collective — announced today that it will celebrate its one year anniversary on June 21.

The museum was created based on the concept of borderless, experiential exhibits that interact physically with visitors and enable visitors to interact with each other in unique ways, leaving them with a sense of awe and deeply emotional impressions. In its first year, the museum attracted some 2.3 million visitors from more than 160 countries, similar to other leading museums in Japan including Tokyo National Museum and 21st Century Museum of Contemporary Art, Kanazawa^{※1}. In addition, about half of visitors have come from overseas^{※2}, and according to a questionnaire survey conducted by the museum, it has revealed that almost 50% of these overseas visitors come to Japan for the main purpose of visiting the museum^{※3}.

Moreover, as a leading destination of Tokyo, the museum has invigorated its surrounding waterfront area. Since the launch of the museum, Aomi Station on the Yurikamome Line, the nearest rail station, has welcomed 50% more visitors, and VenusFort, an adjacent retail complex, has reported its visitation has increased by 20% compared to the last year.

※1 Sogo Unicom Co., Ltd. *Monthly Leisure Industry material (Sep. Issue)*, Sep. 3rd, 2018.

※2 Based on the ticket-purchasing data on the museum’s official web page. (Survey Period: Feb 16th, 2019–Jun. 7th, 2019)

※3 Museum visitor survey (survey period: Oct. 25th, 2018- Nov.2th, 2018)



In the second year, the museum will further launch new exhibits for offering visitors new discoveries and experiences. Ultimately, Mori Building and teamLab will further committed to attract global visitors to Tokyo, as the metropolis approaches 2020 and beyond.

【Media Inquiries】

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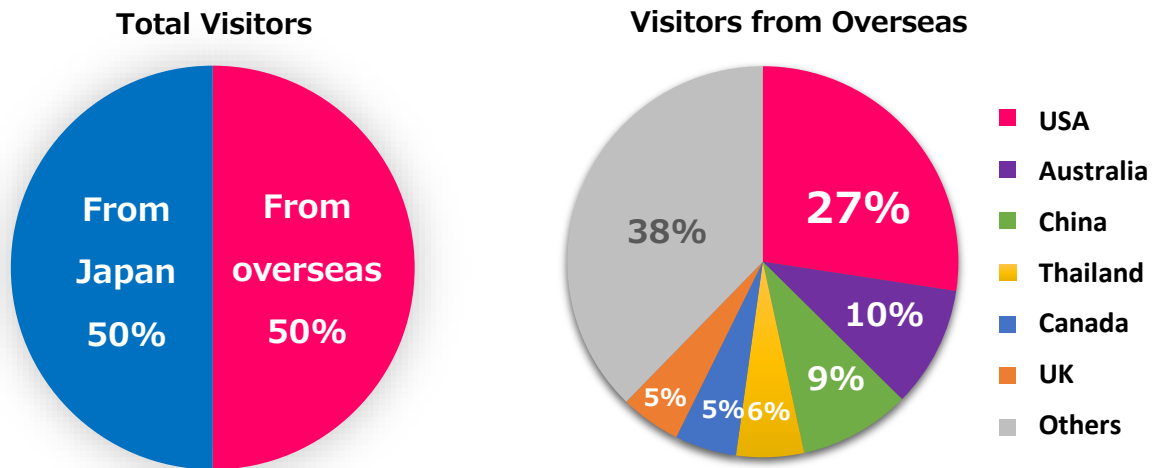
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About half of visitors have come from overseas

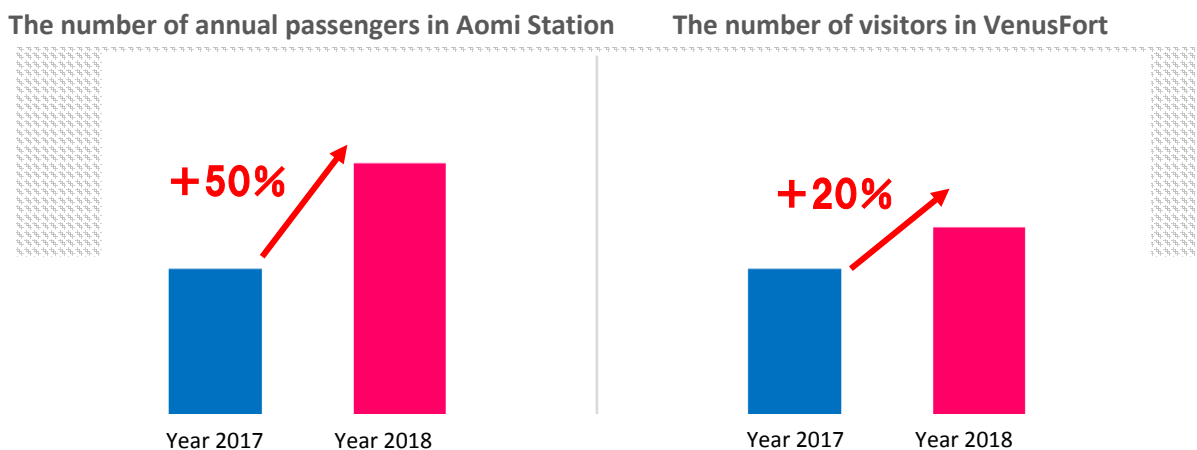
Visitors to the museum totaled approximately 2.3 million in the first year, of which 50% were from overseas, accounting for more than 160 countries. The greatest number of visitors came from the United States, followed by Australia and China, evidence that the museum attracted visitors from far, not just nearby countries. Also, according to a questionnaire survey conducted by the museum, it has revealed that almost half of visitors come to Japan for the main purpose of visiting the museum.

The number of 2.3 million visitors matches to other leading museums in Japan, including Tokyo National Museum and 21st Century Museum of Contemporary Art, Kanazawa. When the museum opened, advanced tickets were sold out for the following three months, and lines of more than 100 visitors are still forming prior to opening time on weekdays and holidays alike.



Contributing to create Tokyo's waterfront vibrancy by art & culture

Since the launch of the museum, visitors to Tokyo's waterfront area including Odaiba have greatly increased. Aomi Station on the Yurikamome Line, the rail station nearest to the museum, has seen passengers' increase by 50%, and visitors to VenusFort, an adjacent retail facility, has enjoyed a 20% increase in visitors. The museum has also greatly broadened the scope of customers, helping to stimulate retail activity along the entire waterfront.



Tsukasa Sato, a director of rooms department at Grand Nikko Hotel Daiba located nearby, said, "The launch of MORI Building DIGITAL ART MUSEUM: teamLab Borderless has attracted increased visitors from Japan and overseas to the Tokyo waterfront area and thereby create the vibrancy in the Odaiba area. We have enjoyed very favorable responses to our collaborations with the museum, such as hotel accommodation plans and lunch plans coupled with tickets to the museum, leading to increased sales. We look forward to the museum continuing to serve as a main driver of success in the Tokyo waterfront area, as a prominent global destination."

MORI Building DIGITAL ART MUSEUM: teamLab Borderless

Address: 2nd floor, palette town, Odaiba,1-3-8 Aomi, Koto-ku, Tokyo
Hours: 10 am to 7 pm from Mondays to Fridays
10 am to 9 pm on Saturday, Sunday and national holidays
10 am to 9 pm from July 13 (Fri) to September 1 (Sun), 2019
-Admission ends one hour before closing time
Closed: Second and fourth Tuesdays (except Tue., August 13) of every month, and June 22 (Sat) & August 10 (Sat)
Admission: Adults and high school/university students: 3,200 yen (tax included)
Disability discount: 1,500 yen (tax included) for visitors with a physical disability certificate and one companion
Children (age 4 to grade 9): 1,000 yen (tax included)
Night Pass Tickets (entering from 6 pm) will be offered for the discounted price of 2,900 yen (tax included) for adults and high school/university students, and 1,500 yen (tax included) for visitors who have a physical disability certificate and one companion from July 13 (Fri) to September 1 (Sun), 2019
Sales outlets: Museum's official website (<https://www.teamlab.art/e/borderless/>), Lawson ticket and Seven ticket
Official website: <https://www.teamlab.art/e/borderless/>

About Mori Building

Mori Building is an innovative urban developer based in Tokyo. The company is committed to maximizing the magnetic power of cities by creating and nurturing safe, sustainable and cosmopolitan urban centers based on its unique Vertical Garden City concept of high-rise centers for business, education, leisure and residence. The concept is applied in the company's many leading-edge projects, including ARK Hills, Roppongi Hills and Toranomon Hills in Tokyo and the Shanghai World Financial Center. Mori Building is also engaged in real estate leasing, project management and consultation. Please visit www.mori.co.jp/en

About teamLab

teamLab (f. 2001) is an art collective, interdisciplinary group of ultratechnologists whose collaborative practice seeks to navigate the confluence of art, science, technology, design and the natural world. Various specialists such as artists, programmers, engineers, CG animators, mathematicians and architects form teamLab.

teamLab aims to explore a new relationship between humans and nature, and between oneself and the world through art. Digital technology has allowed art to liberate itself from the physical and transcend boundaries. teamLab sees no boundary between humans and nature, and between oneself and the world; one is in the other and the other in one. Everything exists in a long, fragile yet miraculous, borderless continuity of life.

teamLab has been the subject of numerous exhibitions at venues worldwide, including teamLab Dance! Art Exhibition and Learn and Play! teamLab Future Park which has welcomed over 470,000 visitors; Expo Milano 2015 Japan Pavilion, Milan; Saatchi Gallery, London; Maison&Objet, Paris; the National Taiwan Museum of Fine Arts, Taichung; DMM.PLANETS Art by teamLab which recorded 5-hour queue; teamLab: Living Digital Space and Future Parks, Silicon Valley; ArtScience Museum, Singapore; among others. Now exhibiting teamLab : Au-delà des limites at La Villette in Paris until September 9, 2018. The digital-only museum MORI Building DIGITAL ART MUSEUM: teamLab Borderless in Tokyo launches on June 21, 2018. Exhibition teamLab: A Forest Where Gods Live at Mifuneyama Rakuen in Saga, Japan opens on July 20, 2018.

teamLab's works are in the permanent collection of the Art Gallery of New South Wales, Sydney; Art Gallery of South Australia, Adelaide; Asian Art Museum, San Francisco; Asia Society Museum, New York; Borusan Contemporary Art Collection, Istanbul; and National Gallery of Victoria, Melbourne.

teamLab: <https://www.teamlab.art/>